

DOT/EPA

It All Adds Up To Cleaner Air Initiative

Seasonal Theme Program Materials: Fall

LIVE READ RADIO PSA SCRIPTS

Three live-read radio spots for participating communities to use during the fall months to promote the *It All Adds Up To Cleaner Air* messages.

New Scripts

“Leave Home Without It - Cost” (:25/:05)

:30 LIVE READ (:25 SCRIPT/:05 FOR LOCAL CUSTOMIZATION)

Tomorrow, leave home without it. Did you know the average driver spends about 47 cents per mile including ownership and maintenance expenses on their car? Save money and reduce traffic congestion by using an alternate mode of transportation — even just once or twice a week will make a difference. So keep it up—because it all adds up to cleaner air.

Sponsored by the (name of organization), [U.S. Department of Transportation and U.S. Environmental Protection Agency].

“Traffic Congestion” (:25/:05)

:25 LIVE READ (:20 SCRIPT/:05 FOR LOCAL CUSTOMIZATION)

Try picking someone up before you go out. By ride sharing or carpooling, you can reduce traffic congestion, save time and money, and improve air quality. So keep it up—because it all adds up to cleaner air.

Sponsored by the (name of organization), [U.S. Department of Transportation and U.S. Environmental Protection Agency].

Existing Script

“Leave Home Without It - Transit” (:25/:05)

:30 LIVE READ (:25 SCRIPT/:05 FOR LOCAL CUSTOMIZATION)

Tomorrow, leave home without it. Just once or even twice a week, leave your car parked and get around another way. Try taking mass transit, carpooling, walking or biking. Not only will you save a lot of money and aggravation, you’ll help to reduce traffic congestion and pollution. So keep it up—because it all adds up to cleaner air.

Sponsored by the (name of organization), [U.S. Department of Transportation and U.S. Environmental Protection Agency].